

DELIVER IT RIGHT: FIRST TIME, EVERY TIME

USPSNEWS HARDCOPY

Volume 4, No. 2

FEBRUARY 3, 2003

REAL TIME REAL DEAL

In real time, the package takes 39 hours, 8 minutes and 5 seconds to get from Nana to Jenny. That's the message that will appear on a new Post Office lobby poster, just one element of an integrated advertising campaign that promotes Priority Mail. And it puts the spotlight on the role of postal employees in letting customers know what a real deal it is. The campaign, titled "Real Time." It includes television and print advertising, as well as three waves of direct mail reaching 2.5 million small business and other customers. In addition, the "Real Time" messaging will be featured in Post Offices and sales brochures. Your role in all this? You may not be a star in the



TV commercial but you could be a star in selling Priority Mail. The primary message of this campaign is: Dependable delivery starting at \$3.85. And, in many cases, that dependable delivery is made in two days. In fact, in 93 percent of city pairs our delivery standard is within two days. And right now, Priority Mail has some of the best service scores ever. Great delivery! Great value! Let customers know which of their Priority Mail items will make it to their destination in two days. And if they ask, don't leave them guessing. Look it up. Let them know. Sell it! Sell it! Sell it!

From here to there via Priority Mail. Real time. Real success. For all of us.

POSTAL COMMISSION getting busy

Six months. That's how long the presidential commission on the future of USPS has to make its report. July 31 is the deadline. So the panel is wasting no time. It's already set up four subcommittees to look into the operational, structural and financial challenges facing USPS. Here's what they are and what they'll do.

■ **The Business Model Subcommittee** is assessing the Postal Service's current "government corporation" business model. It will study USPS's universal service obligation, the mail delivery infrastructure, the current rate regulation system and pricing flexibility. It also will assess the "commercial government enterprise" business model proposed by USPS in its Transformation Plan.

■ **The Private-Sector Partnership Subcommittee** is analyzing the current role of the private sector in the mail delivery system, including negotiated service agreements, outsourcing and worksharing. It also will identify opportunities for USPS to enter into partnerships with the private sector as it seeks to become more efficient and effective.

■ **The Technology Challenges and Opportunities Subcommittee** is responsible for assessing the impact of new technologies – such as online bill payment,

e-mail and electronic funds transfer – on USPS's business. It will attempt to determine whether these technologies will continue to erode the Postal Service's market share. It will assess USPS's own technology initiatives and their impact on productivity and financial performance.

■ **The Workforce Subcommittee** is assessing USPS's current collective bargaining and dispute resolution procedures as well as reviewing alternative models. It will review employee pay and other associated labor costs, productivity, employee recruitment, training and development, and workers' compensation claims. It also will review the status of USPS's unfunded pension and retiree health care liabilities.

As the commission does its work, postal eyes also will be on Congress, which must act to change the amount the Postal Service pays into the Civil Service Retirement System (CSRS) or ratepayers will be overpaying into the fund by \$71 billion. With legislative change, rates could remain stable until at least 2006.

Charting the future course of USPS. It's happening now.

USPS.com: even better!

If you build it, they will come. If you build it even better, more of them will come. Who? Customers! They've already been visiting the Postal Service website – usps.com – in record numbers. Now they can find information faster. Make transactions easier. That's the strategy behind the new, improved usps.com. Customers told us what they wanted and needed from the website and presto, change-o, we delivered! Yes, there's a fresh look. But there's more to it than pretty pictures. It's about enhancing the value of services USPS offers its customers. It's about convenience.

It's about making this workhorse work for the USPS' bottom line. Last year, 127 million customers visited usps.com to get information and complete transactions online. They buy stamps.

They get ZIP Codes. They confirm delivery of packages. They get maps and directions to post offices. They calculate rates, download forms, change their addresses and put mail on hold. By moving these simple transactions online, USPS cuts costs. And usps.com plays an important role in future growth. Small businesses, in particular, rely on the Internet to get information and do business, and they can access the website 24-7.

If customers have a great experience with USPS – online or offline – they'll keep coming back to use our products and services. It's that simple. It's making technology work for us. It's about Transformation.

SIGNED, SEALED AND DELIVERED



PMG Jack Potter and American Postal Workers Union (APWU) President Bill Burrus signed an agreement officially ratifying the APWU contract extension. APWU members last month voted overwhelmingly in favor of the two-year extension.

Employee Credit Card

Is that an eagle in your wallet? Could be if you take advantage of a special credit card available only to USPS employees and their families. Information about the offer will be winging its way to your home mailbox soon. The USPS Employee Platinum Visa card is offered by Bank One. It's an "affinity" card, which groups cardholders by shared interests or shared employment. The USPS eagle logo

on the card will reflect your affinity to USPS.

And talk about benefits! The USPS Employee Platinum Visa card offers a great low employee rate – 0 percent introductory rate (refer to the offer itself for conditions and details). There's no annual fee. And there's more. So look for details about the card – coming your way soon!

NO ANTHRAX FOUND

USPS conducted precautionary testing for anthrax at its Washington, DC, V Street government mails unit Jan. 15. All 86 samples tested negative. Additional culture growth tests were conducted on those samples. A report indicated that they, too, were negative.

Testing began after the Federal Reserve said Jan. 14 that its routine tests

on incoming mail had produced one preliminary positive result for anthrax. Further testing showed the sample to be negative.

While there was no indication of any anthrax contamination at the V Street unit, USPS temporarily closed the facility and conducted tests as a precaution to assure the well-being of employees and customers.

QUOTABLE

"It is vital to have a vibrant Postal Service that delivers on its mission."

Treasury Under Secretary Peter Fisher to the President's Commission on USPS

Published by Public Affairs and Communications. Questions or comments? Please contact USPS News Hard Copy at: Room 10626, United States Postal Service, Washington, DC 20260-3100

HIGH FIVE! REDUX!

Last time we gave you External First-Class (EXFC) Overnight scores for the first quarter of FY 2003.

This time Hardcopy brings you the EXFC 2/3 Day Composite scores for the same period.

How do you deliver? Check it out:

PQ I, FY 2003 PERFORMANCE CLUSTER 2/3 DAY COMPOSITE

| | |
|------------------------|----|
| AKRON | 89 |
| ALABAMA | 88 |
| ALASKA | 83 |
| ALBANY | 90 |
| ALBUQUERQUE | 85 |
| APPALACHIAN | 87 |
| ARIZONA | 90 |
| ARKANSAS | 88 |
| ATLANTA | 87 |
| BALTIMORE | 91 |
| BIG SKY | 82 |
| BOSTON | 91 |
| CAPITAL | 91 |
| CARIBBEAN | 67 |
| CENTRAL FLORIDA | 90 |
| CENTRAL ILLINOIS | 88 |
| CENTRAL NEW JERSEY | 90 |
| CENTRAL PLAINS | 89 |
| CHICAGO | 89 |
| CINCINNATI | 91 |
| CLEVELAND | 90 |
| COLORADO/WYOMING | 88 |
| COLUMBUS | 88 |
| CONNECTICUT | 89 |
| DAKOTAS | 87 |
| DALLAS | 91 |
| DETROIT | 90 |
| ERIE | 90 |
| FORT WORTH | 88 |
| GATEWAY | 90 |
| GREATER INDIANA | 89 |
| GREATER MICHIGAN | 87 |
| GREATER SOUTH CAROLINA | 87 |
| GREENSBORO | 89 |
| HARRISBURG | 90 |
| HAWKEYE | 87 |
| HONOLULU | 78 |
| HOUSTON | 90 |
| KENTUCKIANA | 89 |
| LAKELAND | 87 |
| LANCASTER | 88 |
| LONG BEACH | 92 |
| LONG ISLAND | 89 |
| LOS ANGELES | 92 |
| LOUISIANA | 88 |
| MAINE | 88 |
| MID-AMERICA | 88 |
| MID-CAROLINAS | 88 |
| MIDDLESEX-CENTRAL | 91 |
| MISSISSIPPI | 89 |
| NEVADA-SIERRA | 91 |
| NEW HAMPSHIRE | 90 |
| NEW YORK | 90 |
| NORTH FLORIDA | 88 |
| NORTHERN ILLINOIS | 90 |
| NORTHERN NEW JERSEY | 90 |
| NORTHERN VIRGINIA | 92 |
| NORTHLAND | 90 |
| OAKLAND | 92 |
| OKLAHOMA | 89 |
| PHILADELPHIA | 88 |
| PITTSBURGH | 91 |
| PORTLAND | 90 |
| RICHMOND | 90 |
| RIO GRANDE | 88 |
| ROYAL OAK | 88 |
| SACRAMENTO | 91 |
| SALT LAKE CITY | 88 |
| SAN DIEGO | 92 |
| SAN FRANCISCO | 91 |
| SAN JOSE | 89 |
| SANTA ANA | 91 |
| SEATTLE | 88 |
| SOUTH FLORIDA | 90 |
| SOUTH GEORGIA | 87 |
| SOUTH JERSEY | 90 |
| SOUTHEAST NEW ENGLAND | 90 |
| SPOKANE | 87 |
| SPRINGFIELD | 89 |
| SUNCOAST | 89 |
| TENNESSEE | 88 |
| TRIBORO | 89 |
| VAN NUYS | 92 |
| WESTCHESTER | 90 |
| WESTERN NEW YORK | 89 |